

PCT

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

REC'D 16 OCT 2001

WIPO

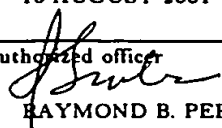
PCT

Applicant's or agent's file reference 0002	<b>FOR FURTHER ACTION</b> See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)	
International application No. PCT/IL01/00037	International filing date (day/month/year) 14 JANUARY 2001	Priority date (day/month/year) 13 JANUARY 2000
International Patent Classification (IPC) or national classification and IPC IPC(7): H04M 3/42 and US Cl.: 455/412		
Applicant CELLTICK TECHNOLOGIES INC.		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.
2. This REPORT consists of a total of 4 sheets.  
☐ This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority. (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).  
 These annexes consist of a total of 0 sheets.

3. This report contains indications relating to the following items:

- I ☒ Basis of the report
- II ☐ Priority
- III ☐ Non-establishment of report with regard to novelty, inventive step or industrial applicability
- IV ☐ Lack of unity of invention
- V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability, citations and explanations supporting such statement
- VI ☐ Certain documents cited
- VII ☐ Certain defects in the international application
- VIII ☐ Certain observations on the international application

Date of submission of the demand 23 JULY 2001	Date of completion of this report 16 AUGUST 2001
Name and mailing address of the IPEA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231	Authorized officer  RAYMOND B. PERSINO
Facsimile No. (703) 305-3230	Telephone No. (703) 308-7528

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/IL01/00037

**I Basis of the report**

## 1. With regard to the elements of the international application:\*

☒ the international application as originally filed☒ the description:pages 1-9, as originally filedpages NONE, filed with the demandpages NONE, filed with the letter of \_\_\_\_\_☒ the claims:pages 10-20, as originally filedpages NONE, as amended (together with any statement) under Article 19pages NONE, filed with the demandpages NONE, filed with the letter of \_\_\_\_\_☒ the drawings:pages 1-5, as originally filedpages NONE, filed with the demandpages NONE, filed with the letter of \_\_\_\_\_☒ the sequence listing part of the description:pages NONE, as originally filedpages NONE, filed with the demandpages NONE, filed with the letter of \_\_\_\_\_

## 2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language \_\_\_\_\_ which is:

☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).☐ the language of publication of the international application (under Rule 48.3(b)).☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

## 3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

☐ contained in the international application in printed form.☐ filed together with the international application in computer readable form.☐ furnished subsequently to this Authority in written form.☐ furnished subsequently to this Authority in computer readable form.☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.4. ☒ The amendments have resulted in the cancellation of:☒ the description, pages NONE☒ the claims, Nos. NONE☒ the drawings, sheets/fig NONE5. ☐ This report has been drawn as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).\*\*

\* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

\*\*Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/IL01/00037

**V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement****1. statement**

Novelty (N)	Claims	<u>1-55</u>	YES
	Claims	<u>NONE</u>	NO
Inventive Step (IS)	Claims	<u>1-55</u>	YES
	Claims	<u>NONE</u>	NO
Industrial Applicability (IA)	Claims	<u>1-55</u>	YES
	Claims	<u>NONE</u>	NO

**2. citations and explanations (Rule 70.7)**

Claims 1-55 meet the criteria set out in PCT Article 35(2)-(4), because the prior art, not disqualified by date, does not by itself teach or fairly suggest the subject matter contained in claims 1, 15, 27, 39, 48 and 52. Claim 1 includes the subject matter of transmitting a cellular broadcasting service consisting of a substantially continuous stream of mostly different content, at least some interactive display messages for streaming display on at least one enabled personal cellular telecommunications devices where each interactive display message enables a subscriber to automatically activate a point-to-point message and actuable by a dedicated response means associated therewith. Claim 15 includes the subject matter of temporarily storing display messages in a dynamic storage buffer ready for display on the display screen; instead of displaying an idle screen on the display screen, automatically streaming display messages from the dynamic storage buffer on the display screen but interrupting their display to display a non-idle activity specific screen, if invoked; and automatically discarding display messages from the dynamic storage buffer in accordance with a display message discard scheme irrespective of their having been displayed on the display screen or not. Claim 27 includes the subject matter of temporarily storing display messages in a dynamic storage buffer ready for display on the second portion of the display screen; normally displaying an idle screen on the first portion of the display screen; and automatically streaming display messages from the dynamic storage buffer on the second portion of the display screen; provisioning on the subscriber interface a dedicated response means selectively actuable by the subscriber for actuating a response mechanism integrally formed with a display message; displaying a non-idle activity specific screen on at least the first portion of the display screen, if invoked; and automatically discarding display messages from the dynamic storage buffer in accordance with a display message discard scheme irrespective of their having been displayed on the display screen or not. Claim 39 includes the subject matter of temporarily storing display messages in a dynamic storage buffer ready for display on the second portion of the display screen; permanently streaming display messages from the dynamic storage (Continued on Supplemental Sheet.)

**INTERNATIONAL PRELIMINARY EXAMINATION REPORT**

International application No.

PCT/IL01/00037

**Supplemental Box**

(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: Boxes I - VIII

Sheet 10

**V. 2. REASONED STATEMENTS - CITATIONS AND EXPLANATIONS (Continued):**

buffer on at least one portion of the display screen; and automatically discarding display messages from the dynamic storage buffer in accordance with a display message discard scheme irrespective of their having been displayed on the display screen or not. Claim 48 includes the subject matter of a display message for display on the display screen of a personal cellular telecommunications device, the display message comprising at least two integrally formed point-to-point transmission response mechanisms from the list of: a voice call; an SMS; a data session; email; and a facsimile transmission, and each having a dedicated response means associated therewith whereby a subscriber is capable of automatically activating one of the at least two point-to-point transmission response mechanisms. Claim 52 includes the subject matter of a method for operating a personal cellular telecommunications device including a subscriber interface having a display screen, a method for advertising the purchase price of an item, the method comprising the step of: displaying a staggered sequence of display messages on the display screen advertising the item in progressively smaller geographical areas centered around a predefined location.

----- NEW CITATIONS -----

NONE

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
19 July 2001 (19.07.2001)

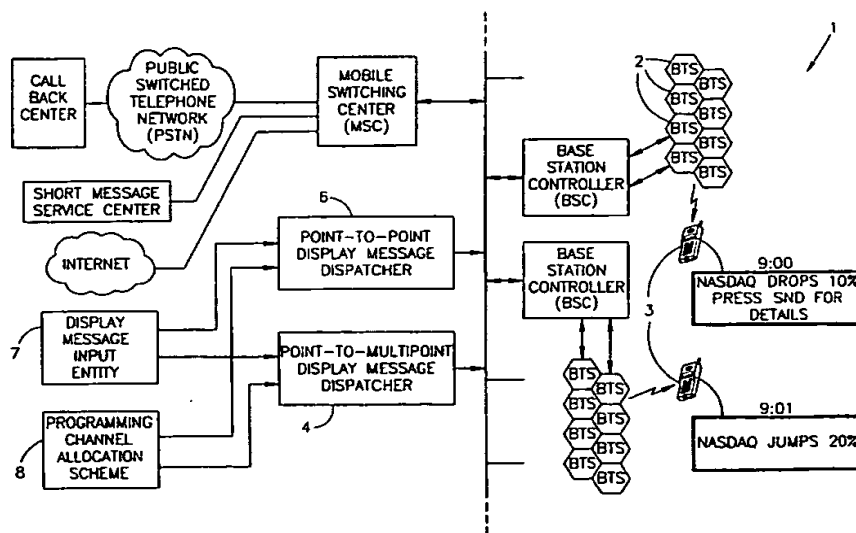
PCT

(10) International Publication Number  
**WO 01/52558 A3**

- (51) International Patent Classification?: **H04M 3/42**
- (21) International Application Number: **PCT/IL01/00037**
- (22) International Filing Date: 14 January 2001 (14.01.2001)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
134035 13 January 2000 (13.01.2000) IL
- (71) Applicant (for all designated States except US):  
**CELLTICK TECHNOLOGIES LTD** [IL/IL]: 7 Hagalim Ave. Herzliya 46725 (IL).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **DANIEL, Ronen** [IL/IL]: Amnon Vetamar Street 31, 52365 Ramat Gan (IL). **BARON, Uri** [IL/IL]: Hashchafim Street 60, 43724 Ra'anana (IL). **WELLINGSTEIN, Yossi** [IL/IL]: Hagilboa Street 4, 65223 Tel Aviv (IL).
- (74) Agent: **KAY, Simon**: Celltick Technologies LTD, 7 Hagalim Ave, 46725 Herzliya (IL).
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:  
— with international search report
- (88) Date of publication of the international search report:  
6 December 2001

[Continued on next page]

(54) Title: METHOD FOR OPERATING A CELLULAR TELECOMMUNICATIONS NETWORK. AND METHOD FOR OPERATING A PERSONAL CELLULAR TELECOMMUNICATIONS DEVICE



(57) Abstract: For use in a cellular telecommunications network (1) including a plurality of individually addressable Base Transceiver Stations (BTSs) (2) providing bidirectional signal coverage over a predefined geographical area, capable of transmitting Point-To-Point (PTMP) messages over a Point-To-Point Service (PTP) Service (PTMPS) functionality, and capable of transmitting Point-To-Point (PTP) messages, streaming of a substantially continuous stream of mostly different content, at least some interactive display messages on at least one personal cellular telecommunications device (3) prior to their automatic discarding irrespective of their having been displayed or not.

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*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations", appearing at the beginning of each regular issue of the PCT Gazette.*

## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/IL01/00037

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(7) : H04M 3/42 US CL : 455/412 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 455/414, 418, 456, 466; 340/825.22; 345/326, 334; 725/86 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,926,104 A (ROBINSON) 20 July 1999, col. 2 line 4 to col. 8 line 49.	1, 6-16, 18, 19, 21-26, 39-41 and 43-51
Y,P	US 6,018,522 A (SCHULTZ) 25 January 2000, col. 1, line 66 to col. 4, line 46.	1, 6-16, 18, 19, 21-26, 39-41 and 43-51
Y,P	US 6,173,316 B1 (DE BOOR et al.) 09 January 2001, col. 13, lines 45-51 and col. 36, line 55 to col. 37, line 28.	15, 16, 18, 19, 21-26, 39-41 and 43-47
A	US 5,870,030 A (DELUCA et al.) 09 February 1999, whole document.	1-55
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier document published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "A" document member of the same patent family		
Date of the actual completion of the international search 07 JUNE 2001		Date of mailing of the international search report 25 JUL 2001
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230		Authorized officer RAYMOND B. PERSINO Telephone No. (703) 308-7528

## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/IL01/00037

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(7) : H04M 3/42 US CL : 455/412 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 455/414, 418, 456, 466; 340/825.22; 345/326, 334; 725/86  Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,926,104 A (ROBINSON) 20 July 1999, col. 2 line 4 to col. 8 line 49.	1, 6-16, 18, 19, 21-26, 39-41 and 43-51
Y,P	US 6,018,522 A (SCHULTZ) 25 January 2000, col. 1, line 66 to col. 4, line 46.	1, 6-16, 18, 19, 21-26, 39-41 and 43-51
Y,P	US 6,173,316 B1 (DE BOOR et al.) 09 January 2001, col. 13, lines 45-51 and col. 36, line 55 to col. 37, line 28.	15, 16, 18, 19, 21-26, 39-41 and 43-47
A	US 5,870,030 A (DELUCA et al.) 09 February 1999, whole document.	1-55
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
* *A* *E* *L* *O* *P*	Special categories of cited documents: document defining the general state of the art which is not considered to be of particular relevance earlier document published on or after the international filing date document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) document referring to an oral disclosure, use, exhibition or other means document published prior to the international filing date but later than the priority date claimed	*T* *X* *Y* *G* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art document member of the same patent family
Date of the actual completion of the international search 07 JUNE 2001		Date of mailing of the international search report 25 JUL 2001
Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703) 305-3230		Authorized officer RAYMOND B. PERSINO Telephone No. (703) 308-7528



## PATENT COOPERATION TREATY

PCT

From the INTERNATIONAL BUREAU

NOTIFICATION OF THE RECORDING  
OF A CHANGE(PCT Rule 92bis.1 and  
Administrative Instructions, Section 422)

To:

KAY, Simon  
Celltick Technologies LTD  
7 Hagalim Ave  
46725 Herzliya  
ISRAËL

Date of mailing (day/month/year) 25 May 2001 (25.05.01)	<b>IMPORTANT NOTIFICATION</b>
Applicant's or agent's file reference 0002	
International application No. PCT/IL01/00037	International filing date (day/month/year) 14 January 2001 (14.01.01)

## 1. The following indications appeared on record concerning:

☒ the applicant
                    
 ☐ the inventor
                    
 ☐ the agent
                    
 ☐ the common representative

Name and Address CELLTICK TECHNOLOGIES INC. 1013 Centre Road Wilmington, DE 19805 United States of America	State of Nationality US	State of Residence US
	Telephone No.	
	Facsimile No.	
	Teleprinter No.	

## 2. The International Bureau hereby notifies the applicant that the following change has been recorded concerning:

☐ the person
                    
 ☒ the name
                    
 ☒ the address
                    
 ☒ the nationality
                    
 ☒ the residence

Name and Address CELLTICK TECHNOLOGIES LTD 7 Hagalim Ave Herzliya 46725 Israel	State of Nationality IL	State of Residence IL
	Telephone No.	
	Facsimile No.	
	Teleprinter No.	

## 3. Further observations, if necessary:

## 4. A copy of this notification has been sent to:

<input checked="" type="checkbox"/> the receiving Office	<input type="checkbox"/> the designated Offices concerned
<input checked="" type="checkbox"/> the International Searching Authority	<input type="checkbox"/> the elected Offices concerned
<input type="checkbox"/> the International Preliminary Examining Authority	<input type="checkbox"/> other:

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland	Authorized officer G. Bähr
Facsimile No.: (41-22) 740.14.35	Telephone No.: (41-22) 338.83.38

## PATENT COOPERATION TREATY

09/980114

From the INTERNATIONAL BUREAU

## PCT

NOTIFICATION OF WITHDRAWAL  
OF PRIORITY CLAIM(PCT Rule 90bis.3 and  
Administrative Instructions, Section 415(a) and (b))

To:

KAY, Simon  
Celltick Technologies LTD  
7 Hagalim Ave  
46725 Herzliya  
ISRAEL

Date of mailing (day/month/year) 07 August 2002 (07.08.02)	IMPORTANT NOTIFICATION
Applicant's or agent's file reference 0002	
International application No. PCT/IL01/00037	International filing date (day/month/year) 14 January 2001 (14.01.01)
Applicant CELLTICK TECHNOLOGIES LTD	

1. The applicant is hereby notified that the priority claim made in the international application has been withdrawn in accordance with a notice of withdrawal received from the applicant on:

02 July 2002 (02.07.02)

The attention of the applicant is drawn to the fact that the withdrawal of the priority claim will result in the re-calculation of time limits which have not already expired (see Rule 90bis.3(d)).

2. ☐ In the case where multiple priorities have been claimed, the above action relates to the following priority claim(s):

3. A copy of this notification has been sent to the receiving Office and to:

- ☐ the International Searching Authority (where the international search report has not yet been issued)
- ☒ the designated Offices (which have already been notified of the receipt of the record copy)
- ☐ the International Preliminary Examining Authority

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland	Authorized officer Jaime LEITAO
Facsimile No. (41-22) 740.14.35	Telephone No. (41-22) 338.83.38

# PATENT COOPERATION TREATY

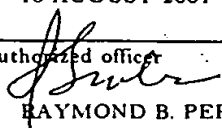
## PCT

### INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference <b>0002</b>	<b>FOR FURTHER ACTION</b> See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)	
International application No. <b>PCT/IL01/00037</b>	International filing date (day/month/year) <b>14 JANUARY 2001</b>	Priority date (day/month/year) <b>13 JANUARY 2000</b>
International Patent Classification (IPC) or national classification and IPC IPC(7): <b>H04M 3/42</b> and US Cl.: <b>455/412</b>		
Applicant <b>CELLTICK TECHNOLOGIES INC.</b>		

<p>1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.</p> <p>2. This REPORT consists of a total of <u>4</u> sheets.</p> <p><input type="checkbox"/> This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority. (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).</p> <p>These annexes consist of a total of <u>0</u> sheets.</p> <p>3. This report contains indications relating to the following items:</p> <ul style="list-style-type: none"> <li>I <input checked="" type="checkbox"/> Basis of the report</li> <li>II <input type="checkbox"/> Priority</li> <li>III <input type="checkbox"/> Non-establishment of report with regard to novelty, inventive step or industrial applicability</li> <li>IV <input type="checkbox"/> Lack of unity of invention</li> <li>V <input checked="" type="checkbox"/> Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability, citations and explanations supporting such statement</li> <li>VI <input type="checkbox"/> Certain documents cited</li> <li>VII <input type="checkbox"/> Certain defects in the international application</li> <li>VIII <input type="checkbox"/> Certain observations on the international application</li> </ul>	
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Date of submission of the demand  <b>23 JULY 2001</b>	Date of completion of this report  <b>16 AUGUST 2001</b>
Name and mailing address of the IPEA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231	Authorized officer  <b>RAYMOND B. PERSINO</b>
Facsimile No. (703) 305-3230	Telephone No. (703) 305-7598

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/IL01/00037

**I. Basis of the report****1. With regard to the elements of the international application:\***☒ the international application as originally filed☒ the description:

pages 1-9, as originally filed  
pages NONE, filed with the demand  
pages NONE, filed with the letter of \_\_\_\_\_

☒ the claims:

pages 10-20, as originally filed  
pages NONE, as amended (together with any statement) under Article 19  
pages NONE, filed with the demand  
pages NONE, filed with the letter of \_\_\_\_\_

☒ the drawings:

pages 1-5, as originally filed  
pages NONE, filed with the demand  
pages NONE, filed with the letter of \_\_\_\_\_

☒ the sequence listing part of the description:

pages NONE, as originally filed  
pages NONE, filed with the demand  
pages NONE, filed with the letter of \_\_\_\_\_

**2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.**

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- ☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).  
☐ the language of publication of the international application (under Rule 48.3(b)).  
☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

**3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:**

- ☐ contained in the international application in printed form.  
☐ filed together with the international application in computer readable form.  
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☐ furnished subsequently to this Authority in computer readable form.  
☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.  
☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

**4. ☒ The amendments have resulted in the cancellation of:**

- ☒ the description, pages NONE  
☒ the claims, Nos. NONE  
☒ the drawings, sheets/fig NONE

**5. ☐ This report has been drawn as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).\*\***

\* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

\*\*Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/IL01/00037

**V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement****1. statement**

Novelty (N)	Claims <u>1-55</u>	YES
	Claims <u>NONE</u>	NO
Inventive Step (IS)	Claims <u>1-55</u>	YES
	Claims <u>NONE</u>	NO
Industrial Applicability (IA)	Claims <u>1-55</u>	YES
	Claims <u>NONE</u>	NO

**2. citations and explanations (Rule 70.7)**

Claims 1-55 meet the criteria set out in PCT Article 33(2)-(4), because the prior art, not disqualified by date, does not by itself teach or fairly suggest the subject matter contained in claims 1, 15, 27, 39, 48 and 52. Claim 1 includes the subject matter of transmitting a cellular broadcasting service consisting of a substantially continuous stream of mostly different content, at least some interactive display messages for streaming display on at least one enabled personal cellular telecommunications devices where each interactive display message enables a subscriber to automatically activate a point-to-point message and actuable by a dedicated response means associated therewith. Claim 15 includes the subject matter of temporarily storing display messages in a dynamic storage buffer ready for display on the display screen; instead of displaying an idle screen on the display screen, automatically streaming display messages from the dynamic storage buffer on the display screen but interrupting their display to display a non-idle activity specific screen, if invoked; and automatically discarding display messages from the dynamic storage buffer in accordance with a display message discard scheme irrespective of their having been displayed on the display screen or not. Claim 27 includes the subject matter of temporarily storing display messages in a dynamic storage buffer ready for display on the second portion of the display screen; normally displaying an idle screen on the first portion of the display screen; and automatically streaming display messages from the dynamic storage buffer on the second portion of the display screen; provisioning on the subscriber interface a dedicated response means selectively actuable by the subscriber for actuating a response mechanism integrally formed with a display message; displaying a non-idle activity specific screen on at least the first portion of the display screen, if invoked; and automatically discarding display messages from the dynamic storage buffer in accordance with a display message discard scheme irrespective of their having been displayed on the display screen or not. Claim 39 includes the subject matter of temporarily storing display messages in a dynamic storage buffer ready for display on the second portion of the display screen; permanently streaming display messages from the dynamic storage (Continued on Supplemental Sheet.)

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No. . . . .

PCT/IL01/00037

**Supplemental Box**

(To be used when the space in any of the preceding boxes is not sufficient)

Continuation of: Boxes I - VIII

Sheet 10

**V. 2. REASONED STATEMENTS - CITATIONS AND EXPLANATIONS (Continued):**

buffer on at least one portion of the display screen; and automatically discarding display messages from the dynamic storage buffer in accordance with a display message discard scheme irrespective of their having been displayed on the display screen or not. Claim 48 includes the subject matter of a display message for display on the display screen of a personal cellular telecommunications device, the display message comprising at least two integrally formed point-to-point transmission response mechanisms from the list of: a voice call; an SMS; a data session; email; and a facsimile transmission, and each having a dedicated response means associated therewith whereby a subscriber is capable of automatically activating one of the at least two point-to-point transmission response mechanisms. Claim 52 includes the subject matter of a method for operating a personal cellular telecommunications device including a subscriber interface having a display screen, a method for advertising the purchase price of an item, the method comprising the step of: displaying a staggered sequence of display messages on the display screen advertising the item in progressively smaller geographical areas centered around a predefined location.

----- NEW CITATIONS -----  
NONE

## PATENT COOPERATION TREATY

PCT

From the INTERNATIONAL BUREAU

NOTIFICATION OF RECEIPT OF  
RECORD COPY

(PCT Rule 24.2(a))

To:

KAY, Simon  
Celltick Technologies LTD.  
P.O. Box 12878  
46733 Herzliya  
ISRAËL

Date of mailing (day/month/year) 16 February 2001 (16.02.01)	IMPORTANT NOTIFICATION
Applicant's or agent's file reference 0002	International application No. PCT/IL01/00037

The applicant is hereby notified that the International Bureau has received the record copy of the international application as detailed below.

Name(s) of the applicant(s) and State(s) for which they are applicants:

CELLTICK TECHNOLOGIES INC. (for all designated States except US)  
RONEN, Daniel et al (for US)

International filing date : 14 January 2001 (14.01.01)

Priority date(s) claimed : 13 January 2000 (13.01.00)

Date of receipt of the record copy  
by the International Bureau : 31 January 2001 (31.01.01)

List of designated Offices :

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UZ,VN,YU,ZA,ZW

## ATTENTION

The applicant should carefully check the data appearing in this Notification. In case of any discrepancy between these data and the indications in the international application, the applicant should immediately inform the International Bureau.

In addition, the applicant's attention is drawn to the information contained in the Annex, relating to:

- ☒ time limits for entry into the national phase  
☐ confirmation of precautionary designations  
☒ requirements regarding priority documents

A copy of this Notification is being sent to the receiving Office and to the International Searching Authority.

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland	Authorized officer:  G. Bähr
Facsimile No. (41-22) 740.14.35	Telephone No. (41-22) 338.83.38